



2012 Canadian Visitation to North Carolina

July 2013

**North Carolina Division of Tourism,
Film and Sports Development**

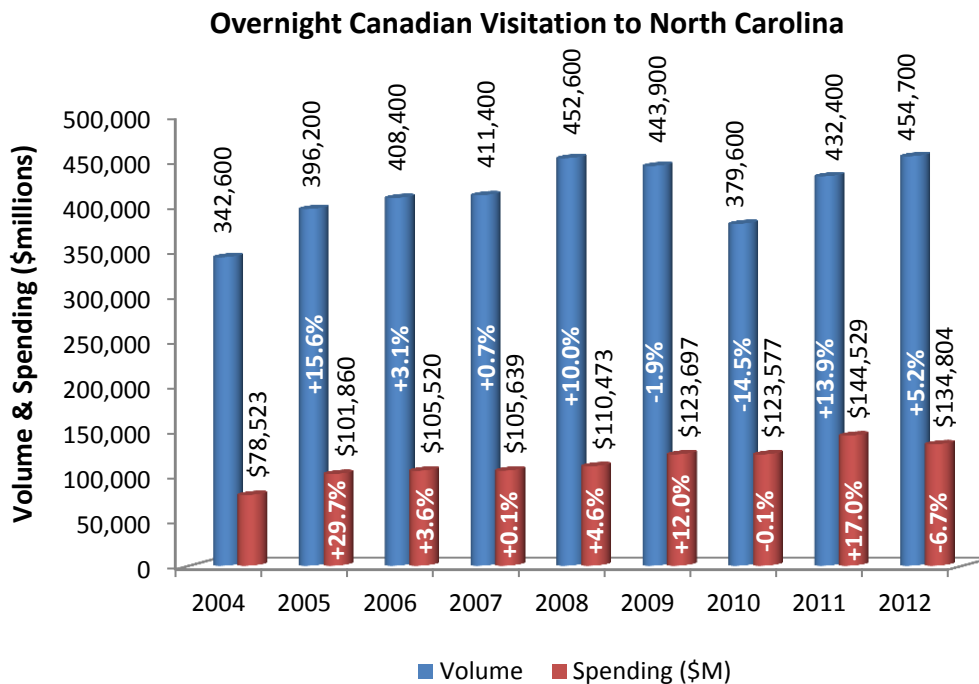
2012 Canadian Visitation Summary

Total person-trips

- *Total person-trips* to NC by Canadian visitors were 1,038,100.

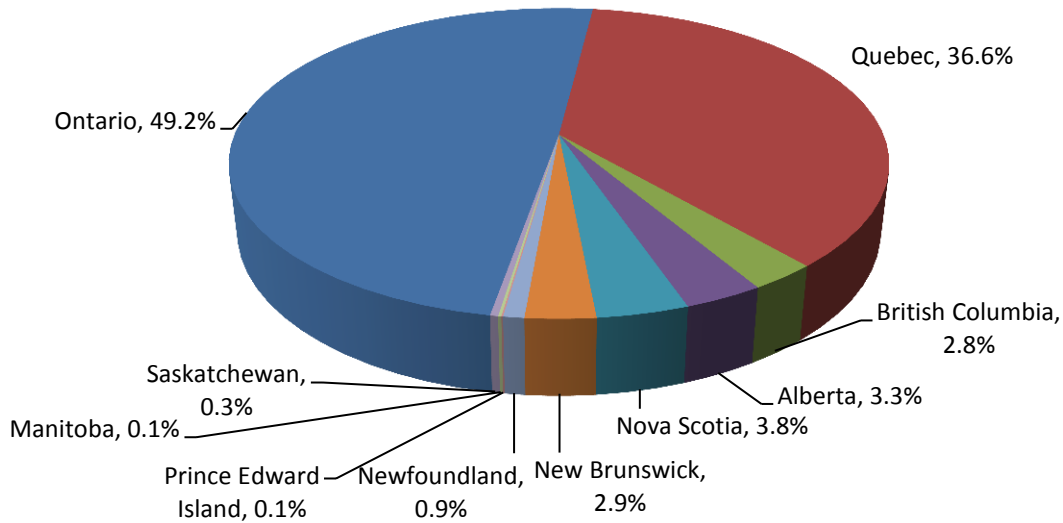
Overnight person-trips

- *Overnight person-trips* to NC by Canadian visitors were 454,700.



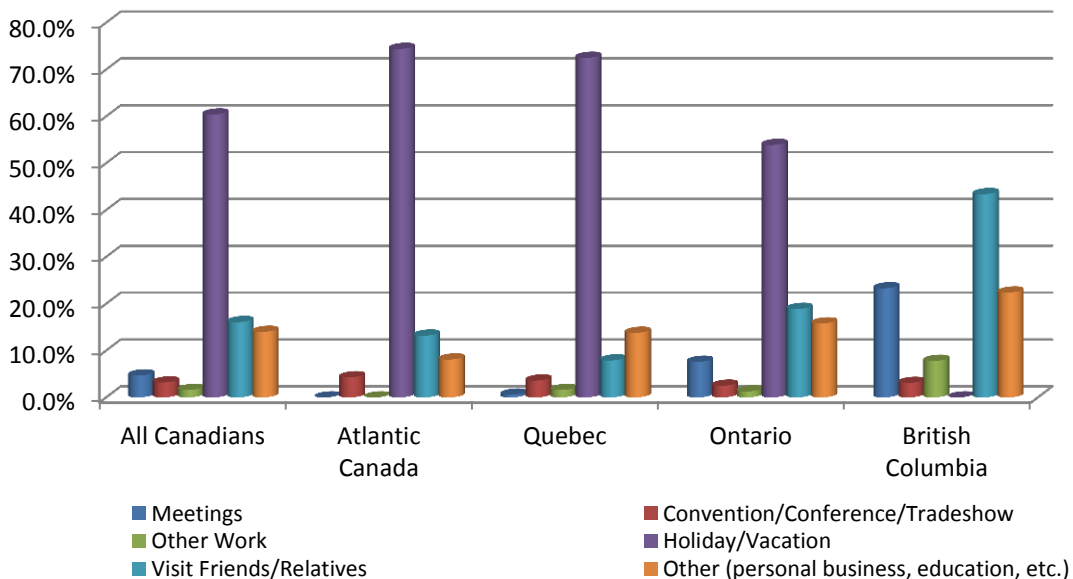
- Overnight Canadian volume increased over five percent from 2011 to 2012 to over 454,000 visitors and hit record levels, topping the previous high from 2008.
- These Canadian visitors spent over \$134 million in NC during 2012, down about seven percent from 2011, but still the second highest spending on record for Canadian visitors to the state.
- The seasonal distribution of Canadian visitors to NC revealed more fluctuation than in 2011.
 - As typical, the majority of 2012 overnight Canadian visitors traveled to NC during the 2nd quarter (35.3%), followed by the first (28.4%).
 - Both Quarter 1 and Quarter 2 showed increased visitation over 2011.
 - The third quarter hosted nearly 22% of the Canadian visitors while the 4th quarter saw 15% of the annual Canadian visitors.
 - The proportion of visitors in the fourth quarter decreased from 19% in 2011 to 15% in 2012.

Visitation by Province



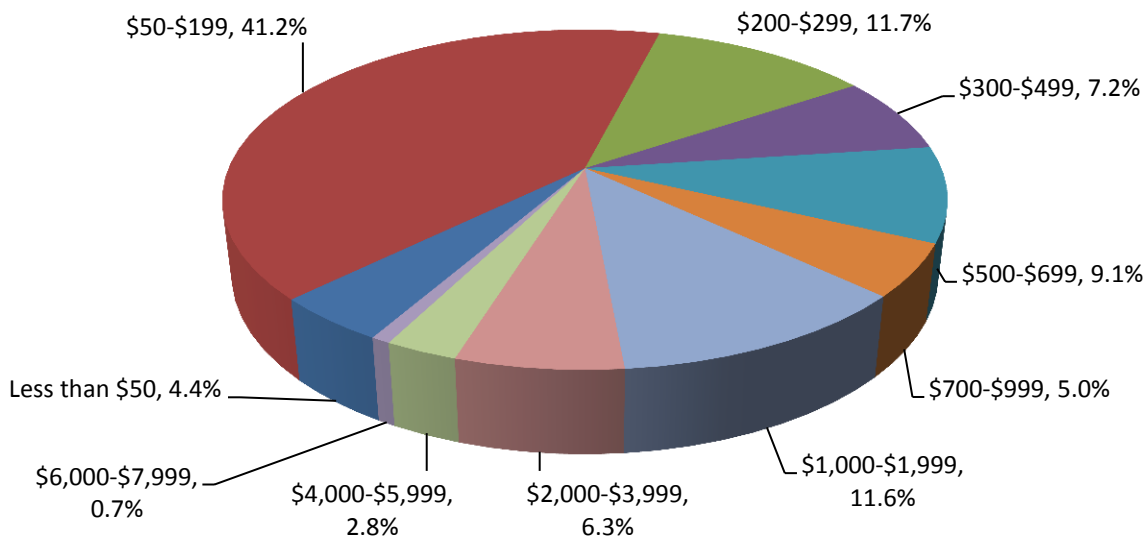
- Nearly half of Canadian overnight visitors were from Ontario while 37 percent were from Quebec. The proportion of overnight visitors from Quebec has increased from 14% in 2009 to 37% in 2012.
- Over seventy percent of person-trips (72.3%) were reported to be vacation related visits and sixteen percent were to visit friends and relatives.
- While overall visitors from Canada were most likely to be visiting North Carolina for leisure purposes as opposed to business, visitors from Manitoba, Alberta and British Columbia were very likely to be visiting friends and relatives while in the state as well.
- Visitors from British Columbia were the most likely of all Canadian visitors to stay overnight in the state specifically to visit friends and family.
- Nine percent of Canadians overall visited North Carolina for work purposes (including meetings, conventions, conferences and other work). Over eleven percent of the visitors from Ontario and nearly fourteen percent of visitors from Alberta visited for work related purposes.

Purpose of Visit by Province of Origin



- The majority of Canadian visitors in 2012 traveled by auto (73.7%). Just over one-fifth of them used air transportation (21.7%), down nearly four percent from 2011.
- Over half (59.5%) of the trips were comprised of two-person parties, while 19 percent had 3-4 persons in the party. The average party size for Canadian overnight visitors was 2 in 2012 (no change from 2011).
- The average length of stay for Canadian visitors to North Carolina decreased from 4.2 in 2011 to 3.7 in 2012. This would explain the decreased in overall expenditures by overnight travelers.
- Forty-one percent of the person trips reported spending \$50-\$199. This was an increase from 33% spending in that range in 2011, further indicating that length of stay and total spending are directly correlated. Just over 35 percent (32.3%) spent over \$500. The average spending per visit decreased from \$339 in 2011 to \$297 in 2012.

Spending by Overnight Visitor Party



- Fifty-nine percent of person-trips were spent in a hotel/motel only. Over ten percent (10.5%) stayed with friends/relatives, and five percent stayed in a combination of hotel/motel and with friends/relatives.
- Over two-thirds (68.3%) of the overnight person-trips were by visitors between the ages of 45 and 74. Twelve percent were between the ages of 25-44 years of age.
- The majority of person-trips were adult only (89.4%). Eleven percent of person trips included children.

- Top activities during the 2012 by Canadian overnight visitors are provided in the following table:

Activity	All Canadians	Ontario	Quebec	British Columbia	Alberta
Go Shopping	79.2%	82.7%	73.4%	66.7%	57.4%
Go Sightseeing	54.5%	56.5%	48.4%	45.0%	48.7%
Visit Friends or Relatives	51.5%	49.8%	48.5%	65.1%	65.5%
Participate In Sports/Outdoor Activities	43.5%	39.7%	50.0%	47.3%	33.1%
Visit a Historic Site	34.6%	35.4%	31.0%	38.8%	64.2%
Go to a Bar or Night Club	24.9%	27.6%	18.8%	29.5%	14.9%
Visit a National/State Nature Park	23.6%	19.6%	28.8%	24.8%	37.8%
Golfing	23.4%	24.3%	21.5%	17.1%	7.4%
Visit a Museum/Art Gallery	20.0%	16.8%	21.5%	32.6%	37.8%
Visit a Zoo, Aquarium/Botanical Garden	17.8%	19.3%	15.2%	18.6%	10.1%
Attend Cultural Events (Plays, Concerts)	15.7%	19.7%	10.4%	10.1%	9.5%
Boating-Motor/Sailboat/Kayak/Canoe/Other	14.5%	9.1%	25.3%	0.0%	12.8%
Visit a Theme/Amusement Park	14.2%	19.0%	7.3%	10.1%	0.0%
Attend a Sports Event	10.8%	10.5%	7.3%	25.6%	20.3%
Go to a Casino	10.8%	6.7%	18.6%	7.0%	0.0%
Attend a Festival or Fair	8.3%	7.8%	6.7%	0.0%	4.1%
Fishing	5.5%	4.9%	5.5%	20.9%	0.0%

- Visitors from British Columbia and Alberta are more likely than the average Canadian visitor to visit friends or relatives, visit a historic site, national/state park and museum/art gallery while in North Carolina.
- A larger proportion of visitors from Ontario shop in NC than visitors from other provinces.
- Visitors from Ontario are more likely to golf in NC, followed by visitors from Quebec.
- Visitors from Quebec are more likely to visit a casino in North Carolina than the average Canadian visitor to the state.
- Visitors from Ontario are the most likely to attend a play or concert, yet least likely to visit a museum or gallery, while in North Carolina.
- Visitors from both Quebec and Ontario are more likely to attend a fair or festival in North Carolina than visitors from other provinces.
- Visitors from British Columbia are the most likely of all Canadian visitors to participate in fishing while in North Carolina.